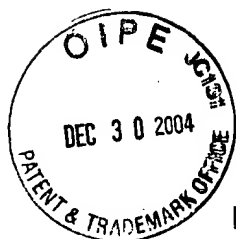


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In re Patent Application of:
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For: PERSONALIZED PROMOTION OF NEW
CONTENT

Examiner: N. U. Haq

RESPONSE TO RESTRICTION REQUIREMENT

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

INTRODUCTORY COMMENTS

In response to the Restriction Requirement dated October 30, 2004, favorable reconsideration of the instant application in view of the following remarks is requested.

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